

**MAZE**

**Brand Guidelines**

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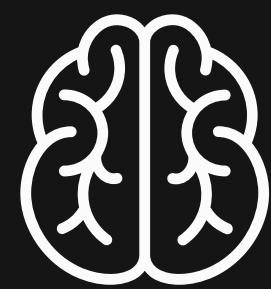
# 1. Logo





individual

+



brain

+



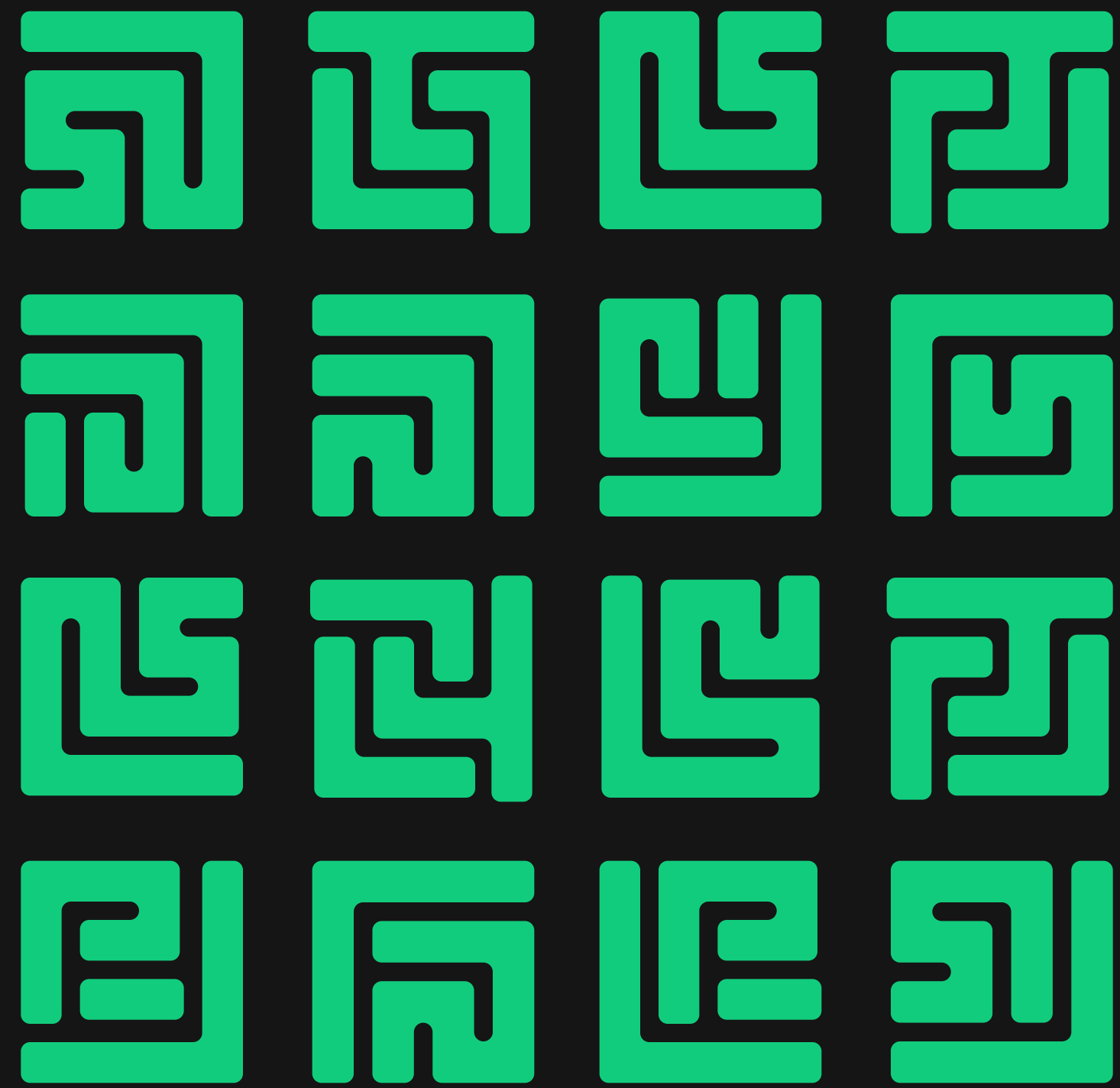
maze

→

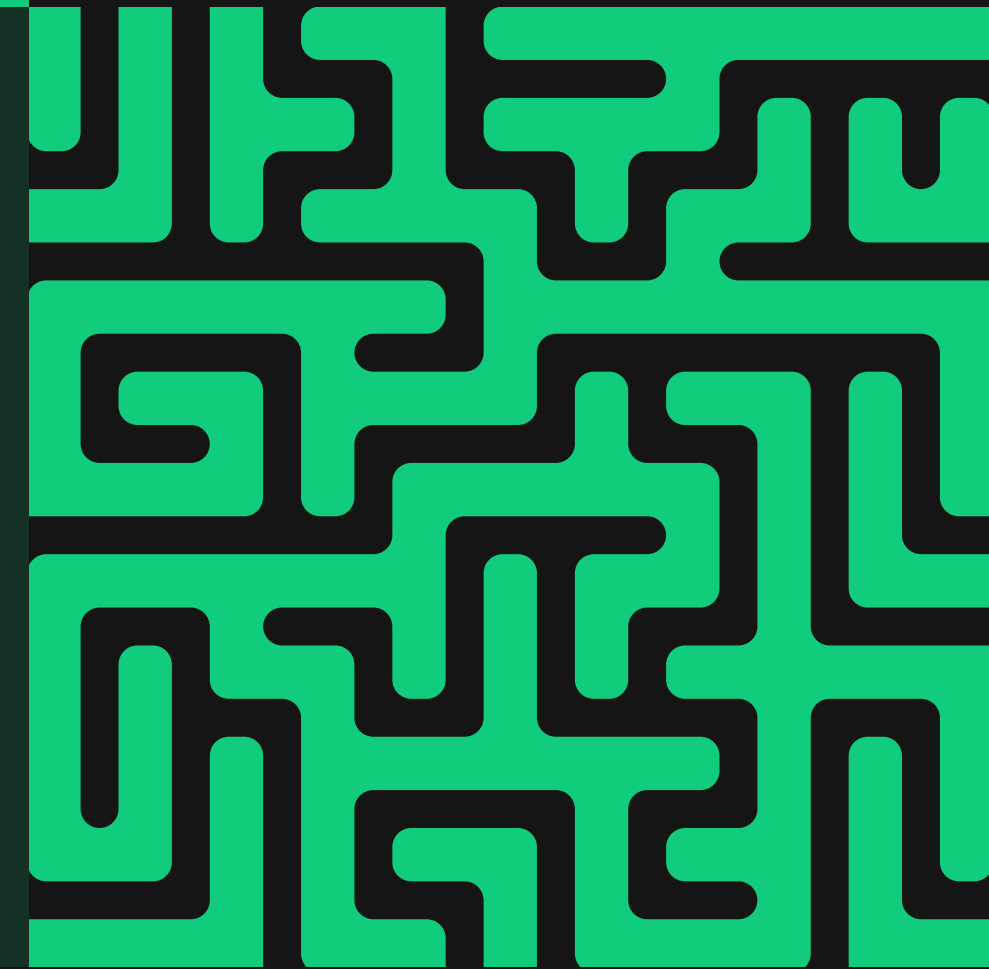


Maze is represented not only literally in the form of a **maze**, but also in the **complexity** of the brain and the **individuality** of a person as **unique** as their fingerprint.

This means there is a main logo as well as variations of it to highlight the uniqueness.



MAZE  
MAZE  
MAZE



## 2. Colours

#12cc7d

#096941

#f25ea3

#133124

#f2a74b

Primary

Secondary

### 3. Typography

**CUBANO** – Regular

**A B C D E F G H I J K L M N O P Q R**

**S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0 ! ? @**



**Lato** – Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!?!@**

Lato – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!@

Lato – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!@

## 4. Tone of voice

At Maze we are **professional**, but we don't forget that we're **human** too. As designers we can be a bit a lot **eccentric**, but we're a **friendly** bunch.

## 5. Values

### **Creative**

A visual solution for creatives, because bookmarks are too focused on text.

### **Automated**

Automation will create a visual card and tags so you can find the link when you need it.

### **Professional**

Maze is an add-on to your current design process and will help you stay organised.